

**SYSTEM AND METHOD FOR CREATING A NETWORK DIRECTORY****Abstract**

5           A system and method for using an existing computer network directory of a master entity, for example the publisher of an Internet online shopping mall, to provide a new computer network directory that facilitates the tracking of referrals from and the consolidated payment of commissions to a subordinate entity that desires to create, for example, a new online shopping mall. The subordinate entity may customize the new  
10 mall, at least in part, by selecting certain providers, for example merchants, from the existing directory or mall of the master entity for inclusion in the new directory. The subordinate entity may establish communications with the master entity over the Internet, and the subordinate entity may be presented with a series of options, rules and templates to define a customization model to use in creating the new directory. The  
15 master entity may assign a master identifier to the subordinate entity and associate this master identifier with provider identifiers corresponding to the subordinate entity that are provided by providers listed in the new directory to assist in tracking referrals from the subordinate entity.